Multimedia Appendix 2. Instrument to measure editorial policy quality (max 15 points)

1. Is/Are the content author(s) clearly stated?

Score: 3 for "clearly stated", 1 for "unclear", and 0 for "not stated"

2. Has peer reviewing been done?

Score: 3 for "done", 1 for "unclear", 0 for "not done"

3. Is content updating adequate (within two years)?

Score: 3 for "yes", 1 for "unclear", 0 for "no"

4. Is a formal policy implemented and reported on authors' commercial conflict of interests? Score: 3 for "yes, implemented and reported", 1 for "implemented but not reported", 0 for "conflict of interests not requested (no information)"

5. Does the website accept any type of commercial support?

Score: 3 for "not accepted", 1 for "accepted but disclosed", 0 for "no information"